

Amendments to the Claims:

1. (Currently Amended) A method of generating at least one package, each package including at least one offering-items for sale-in-a-group, the method comprising:

(1) defining an affinity space coordinate for each of a plurality of items available for sale;

(2) creating a plurality of package templates and storing the templates in a database, each package template including at least one mandatory element schema having an associated affinity space description; thereafter

(3) receiving a request for a package from a consumer; and

(4) dynamically generating, with a computer, at least one package from at least one of the plurality of package templates based upon the consumer request, wherein dynamically generating at least one package comprises:

selecting at least one of the plurality of package templates;

(3)—~~comparing, with a computer,~~ the affinity space coordinate for each of the plurality of items with the affinity space description associated with the selected package templates; and

(4)—if the comparison step reveals a match, ~~presenting for sale~~generating a package that is defined at least in part by the respective package template and includes at least one item with a matching affinity space description~~coordinate.~~

2. (Currently Amended) The method of claim 1 further comprising presenting for sale the generated package, wherein the presenting step is performed by dynamically generating an html page containing a description of the package, and transmitting the html page over a decentralized computer network to at least one consumer.

3. (Currently Amended) The method of claim 1 wherein the selecting step comprises further including eliciting at least one constraint from a consumer, and selecting or rejecting at least one of the package templates based at least in part on the elicited consumer constraint request.

4. (Currently Amended) The method of claim 3 wherein the ~~elicited~~
~~constraint~~consumer request includes ~~customer~~consumer mood.

5. (Currently Amended) The method of claim 3 wherein the ~~elicited constraint~~
consumer request includes number of persons traveling.

6. (Currently Amended) The method of claim 3 wherein the ~~elicited constraint~~
consumer request includes a timing constraint.

7. (Currently Amended) The method of claim 1 further ~~including~~comprising
storing a description of each of the plurality of items, including ~~said the~~ associated affinity space
coordinates, in a computer database, and wherein the comparing step includes searching the
computer database for items having affinity coordinates matching the affinity space description
associated with the selected package templates.

8. (Currently Amended) The method of claim 1 further ~~including~~comprising
maintaining a hash table of the items keyed by affinity space coordinate, and wherein the
comparing step includes performing a hash table lookup for each required affinity space
description.

9. (Currently Amended) The method of claim 1 further ~~including~~permitted a
comprising permitting the consumer to purchase the generated package ~~by transmitting a further~~
~~message of the digital communications network.~~

10. (Currently Amended) The method of claim 9 further ~~including~~comprising
confirming the consumer's purchase of the package ~~by transmitting a further message of the~~
~~digital communications network.~~

11. (Currently Amended) A computer system for generating at least one package, each package including at least one offering-items for sale in a group, the computer system comprising:

a data arrangement database that stores at least a description of each of a plurality of items available for sale, said the description including an affinity space coordinate, the data arrangement database also storing at least one a plurality of package templates, each package template including at least one mandatory element schema having an associated affinity space description;

a front end that receives a request for a package from a consumer; and

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a back end comparator coupled to the front end and the data arrangement database, the comparator back end adapted to dynamically generate at least one package from at least one of the plurality of package templates based upon the consumer request, wherein the back end is adapted to dynamically generate at least one package by selecting at least one of the plurality of package templates, comparing the affinity space coordinate for each of the plurality of items with the affinity space description associated with the each of the selected package templates, and if the comparison reveals a match, generating ; and

a user interface arrangement coupled to the comparator, the user interface presenting for sale a package that is defined at least in part by the respective package template and includes at least one item with a matching affinity space description coordinate.

12. (Currently Amended) The system of claim 11 wherein the user interface arrangement front end includes a page generator that dynamically generates an html page containing a description of the generated package, and transmits the html page over a decentralized computer network to at least one consumer web browsing appliance.

13. (Currently Amended) The system of claim 11 wherein the user interface arrangement also elicits at least one constraint from a consumer, and back end is adapted to selects or rejects at least one of the plurality of the package templates based at least in part on the elicited consumer constraint request.

14. (Currently Amended) The system of claim 13 wherein the ~~elicited constraint~~
consumer request includes ~~customer~~ consumer mood.

15. (Currently Amended) The system of claim 13 wherein the ~~elicited constraint~~
consumer request includes number of persons ~~travelling~~ traveling.

16. (Currently Amended) The system of claim 13 wherein the ~~elicited~~
~~constraint~~ consumer request includes a timing constraint.

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17. (Currently Amended) The system of claim 11 wherein the ~~comparator includes a~~
~~database engine that searches~~ back end is further adapted to search the ~~computer~~ database for
items having affinity coordinates matching the affinity space description associated with the
selected package templates.

18. (Currently Amended) The system of claim 11 further including a hash table of
the plurality of items keyed by affinity space coordinate, wherein the ~~comparator~~ back end is
adapted to performs a hash table lookup for each required affinity space description.

19. (Currently Amended) The system of claim 11 further including a purchase
transactor that permits a consumer to purchase the generated package ~~by transmitting at least one~~
~~message over a digital communications network~~.

20. (Currently Amended) The system of claim 19 further including a confirmation
section that confirms the consumer's purchase of the generated package ~~by transmitting a further~~
~~message of the digital communications network~~.

21. (Currently Amended) A method of offering at least one package ~~travel~~
~~arrangements~~ over a decentralized computer network to a consumer using a web browsing

appliance, wherein each package includes at least one travel component, and wherein the method comprising~~comprises~~:

(a) storing descriptions of available travel components in a database;
(b) storing ~~at least one~~ a plurality of travel package templates in a database;
(c) ~~eliciting at least one constraint~~ receiving a request for a package from a consumer;
thereafter

(d) dynamically generating at least one travel package based on the ~~elicited~~ consumer ~~constraint~~ request, at least one of the plurality of travel package templates, and at least one ~~stored~~ available travel component description; and

(e) offering the at least one generated travel package to the consumer by transmitting a description of the generated travel package over the decentralized computer network to the consumer's web browsing appliance.

22. (Currently Amended) The method of claim 21 further ~~including receiving a consumer purchase request over the network, and comprising~~ performing a purchasing transaction to purchase ~~the~~ at least one of the generated ~~stored available travel component~~ packages.

23. (Currently Amended) The method of claim 21 further including using a screen-scraping technique to obtain ~~said~~ the available travel component descriptions.

24. (Original) The method of claim 21 wherein the travel component description includes an affinity space coordinate.

25. (Currently Amended) The method of claim 21 wherein ~~the~~ each travel package template includes at least one mandatory element schema having an associated affinity space description.

26. (Currently Amended) The method of claim 21 wherein the generating step includes comparing, with a computer, a an affinity space coordinate for each of the travel components with a affinity space description associated with the selected package templates.

27. (Currently Amended) The method of claim 21 wherein the available travel components each expire within a short-given time period.

28. (Currently Amended) A computer system for offering at least one package ~~travel arrangements~~ over a decentralized computer network to a consumer using a web browsing appliance, wherein each package includes at least one travel component, and wherein the computer system comprising ~~comprises~~:

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a ~~data-storage arrangement~~ database that stores descriptions of available travel components and ~~at least one~~ a plurality of travel package templates;

a ~~user interface element~~ front end ~~coupled to the network, the user interface element~~ eliciting at least one constraint ~~that~~ receives a request for a package from a consumer; and

a ~~n~~ package engine ~~back end~~ that thereafter dynamically generates at least one travel package based on the ~~elicited~~ consumer constraint ~~request~~, at least one of the plurality of travel package templates, and at least one ~~stored~~ available travel component description, and offers the generated travel package to the consumer by transmitting a description of the generated travel package over the decentralized computer network to the consumer's web browsing appliance.

29. (Currently Amended) A method of dynamically creating packages comprising:

(a) receiving a request for a package from ~~based on a link from a web site~~;

(b) ~~ascertaining at least one~~ a consumer ~~customer constraint~~; ~~thereafter~~

(eb) dynamically generating at least one package based on the ~~elicited~~ consumer constraint ~~request~~, at least one of a plurality of package templates stored in a database, and at least one ~~stored~~ available component description, and

(dc) offering the at least one generated package to the consumer by transmitting a description of the generated package over a decentralized computer network.

30. (Currently Amended) The method of claim 29 wherein the component comprises a last-minute travel component, ~~and the web site offers at least travel related services.~~

31. (Currently Amended) The method of claim 29 wherein the dynamically generating step is performed ~~by the~~ via a web site.

32. (Currently Amended) A method for building packages of components and offering said packages for sale over a data communications network, ~~said the~~ the method comprising:

storing descriptions of available components within a ~~computer data storage arrangement~~ database;

providing ~~at least one a~~ a plurality of package templates stored in a database;

using a computer coupled to the computer data storage arrangement to receiving a request for a package from a consumer, and thereafter dynamically generate-generating at least one package based at least in part on the consumer request, at least one of said the plurality of package templates, and at least one stored-available component description; and

offering said the at least one generated package for sale to a consumer over said the data communications network.

33. (Currently Amended) The method of claim 32 wherein ~~said each~~ each package template describes a respective travel package, and ~~said the~~ the components comprise travel components.

34. (Currently Amended) The method of claim 32 wherein ~~said the~~ the components describe at least one of attributes and/or qualities.

35. (Currently Amended) The method of claim 32 wherein ~~said the~~ the components describe an affinity space coordinate.

36. (Currently Amended) The method of claim 32 wherein ~~said each~~ package template includes at least one mandatory component schema and at least one optional component schema.

37. (Currently Amended) The method of claim 32 wherein ~~said each~~ package template further includes ~~a~~ an affinity space subset description.

38. (Cancelled)

39. (Currently Amended) The method of claim 32 further comprising requiring a human to approve ~~said the generated~~ package before offering ~~it the generated~~ package for sale.

40. (Currently Amended) The method of claim 32 further including confirming availability of ~~said the generated~~ package at ~~the a~~ time of consumer selection thereof before completing a sales transaction.

41. (Currently Amended) The method of claim 32 wherein ~~at least said the~~ offering step comprises offering ~~said the at least one generated~~ package for sale via a web-based interface.

42. (Currently Amended) The method of claim 32 wherein ~~said the~~ providing step comprises the step of a human creating ~~said the plurality of~~ package templates, each package template describing a respective package of components ~~a consumer might wish to purchase~~.

43. (Currently Amended) The method of claim 42 wherein ~~said each~~ package template includes a mandatory airline ticket and hotel and at least one optional element.

44. (Currently Amended) The method of claim 32 further ~~including~~comprising ~~eliciting at least one receiving a~~ consumer ~~constraint request~~ through the consumer navigating screens of a web site, ~~and using said constraint to select a package to offer the consumer.~~

45. (Currently Amended) The method of claim 32 further ~~including~~comprising selecting a subset of ~~created~~the plurality of package templates meeting the consumer constraints request, wherein the dynamically generating step comprises dynamically generating at least one package based at least in part on the consumer request, the selected subset of package templates, and at least one available component description.

46. (Currently Amended) The method of claim 32 wherein ~~said each~~ package template comprises a package description including at least one of text, images and animations.

47. (Currently Amended) The method of claim 32 wherein ~~said each~~ package template includes at least one component schemata.

48. (Currently Amended) The method of claim 32 wherein ~~said each~~ package template includes at least one field stating whether a component is mandatory or optional.

49. (Currently Amended) The method of claim 32 further including automatically returning possible combinations of components stored in the ~~data storage arrangement~~database for human selection.

50. (Currently Amended) The method of claim 32 further ~~including~~comprising adding incentive characteristics to ~~a~~at least one generated package.

51. (Currently Amended) The method of claim 50 wherein ~~said the~~ adding step includes adding at least one of a default margin, a coupon and a rebate.

52. (Currently Amended) The method of claim 32 further ~~including~~ comprising obtaining at least one available component by using a screen scraping process.

53. (Currently Amended) The method of claim 32 further ~~including~~ comprising obtaining at least one available component by accessing a computer reservation service.

54. (Currently Amended) The method of claim 32 further ~~including~~ comprising obtaining at least one available component by accessing a supplier database.

55. (Currently Amended) The method of claim 32 further ~~including~~ comprising obtaining at least one available component by accessing an EDI interface.

56. (Currently Amended) The method of claim 32 further ~~including~~ comprising obtaining at least one available component via an email interface.

57. (Currently Amended) The method of claim 32 further ~~including~~ comprising obtaining at least one available component via an HTML supplier interface.

58. (Currently Amended) A method of using a computer to develop and offer packages for sale comprising:
describing attributes and/or qualities of a plurality of items;
creating a plurality of package schema and storing the package schema in a database,
each package schema including mandatory element schema and optional element schema;
receiving a request for a package from a consumer; thereafter
selecting at least one of the plurality of package schema; and for each mandatory element schema in a selected package schema,

determining which item(s) fit to develop at least one candidate package;
presenting the at least one candidate package ~~for human approval and selection~~; and
~~conditioned on selection of~~ if one of the said at least one candidate package is
selected, confirming availability of items within ~~said the selected candidate~~ package before
completing a sales transaction for ~~said the selected candidate~~ package.

59. (Currently Amended) The method of claim 58 wherein ~~said each~~ package
schema comprises at least one affinity coordinate.

60. (Currently Amended) The method of claim 58 wherein at least ~~some one~~ of
~~said the plurality of~~ items comprise a travel items.

61. (Currently Amended) The method of claim 58 wherein at least ~~some one~~ of
~~said the plurality of~~ items comprise an airline reservations.

62. (Currently Amended) The method of claim 58 wherein at least ~~some one~~ of the
plurality of ~~said~~ items comprise a hotel reservations.

63. (Currently Amended) The method of claim 58 ~~further including~~ wherein the
presenting step comprises presenting ~~said the~~ at least one candidate package for sale over the
Internet using a web-based interface and a browser.

64. (Currently Amended) The method of claim 58 wherein ~~said at least one~~ of the
plurality of items comprise a consumer electronics items.

65. (Currently Amended) The method of claim 58 wherein at least ~~some one~~ of
~~said the plurality of~~ items comprise a gifts.

66. (Currently Amended) The method of claim 58 wherein at least ~~some one~~ of ~~said the plurality of~~ items comprise a products and ~~other at least one of said the plurality of~~ items comprise a services.

67. (Currently Amended) The method of claim 58 wherein at least one ~~some of the~~ plurality of ~~said~~ items comprise a legal services.

68. (Currently Amended) The method of claim 58 wherein at least one ~~some of the~~ plurality of ~~said~~ items comprise a real estate brokerage services.

69. (Currently Amended) The method of claim 58 wherein at least one ~~some of the~~ plurality of ~~said~~ items comprise a mortgage brokerage services.

70. (Currently Amended) The method of claim 58 wherein at least one ~~some of the~~ plurality of ~~said~~ items comprise an appliances.

71. (Currently Amended) The method of claim 58 wherein at least one ~~some of the~~ plurality of ~~said~~ items comprise a home renovation services.

72. (Currently Amended) A package schema data structure comprising:
at least one field stating whether an element is mandatory or optional;
a list of required attributes; and
at least one coordinate defining matching criteria,
wherein ~~said the~~ package schema data structure is used along with a plurality of other package schema to dynamically develop, in response to a consumer request for a package, at least one package of a plurality of elements to be offered for sale over the Internet via a web interface.

73. (Currently Amended) A dynamic package sales system comprising:

a back_end interface that gathers package components from a plurality of suppliers and stores ~~said-the~~ components within a computer database;

an operator interface that allows operators to develop a plurality of package models and store the package models in a database, each package model defining mandatory and optional package components;

a front end interface that receiving a request for a package from a consumer; and

a ~~matching engine-computer arrangement~~ that selects at least one of the plurality of package models, and thereafter matches components within ~~said-the~~ database with the selected at least one package models to develop at least one complete packages; and

wherein the front end interface is also adapted to ~~a web-based package offering interface coupled to said engine and to said database, said offering interface offering said-the~~ at least one complete packages for sale over the Internet and allowing the consumers to select and purchase ~~said-at~~ at least one of the offered packages, and

wherein the computer arrangement is also adapted to ~~said-offering interface~~ confirms availability of package components within ~~said-database~~ before completing a purchasing transaction for at least one of the offered packages.

74. (Currently Amended) A dynamic package sales method comprising:
gathering descriptions of package components from a plurality of suppliers;
storing ~~said-the~~ component descriptions within a computer database;
~~operating an interface that allows operators to developing~~ a plurality of package models and storing the package models in a database, each package model including mandatory components and optional components;
receiving a request for a package from a consumer; thereafter
selecting at least one of the plurality of package models;
matching components within ~~said-the~~ database with the selected at least one package models to develop at least one complete packages; and
offering ~~said-the~~ at least one complete packages for sale over the Internet, and allowing the consumers to select and purchase ~~said-at~~ at least one of the offered packages,

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D wherein ~~said the~~ offering step includes confirming availability of package components within ~~said the~~ database before completing a purchasing transaction for at least one of the offered packages.

75. (New) The method of claim 1 wherein the dynamically generating step occurs without consumer interaction.

76. (New) The computer system of claim 11 wherein the back end is adapted to dynamically generate at least one package without consumer interaction.

77. (New) The method of claim 21 wherein the dynamically generating step occurs without consumer interaction.

78. (New) The computer system of claim 28 wherein the back end is adapted to dynamically generate at least one travel package without consumer interaction.

79. (New) The method of claim 29 wherein the dynamically generating step occurs without consumer interaction.

80. (New) The method of claims 32 wherein the dynamically generating step occurs without consumer interaction.

81. (New) The method of claim 58 wherein the selecting and determining steps occur without consumer interaction.

82. (New) The package schema data structure of claim 72, wherein the package schema data structure is used to dynamically develop at least one package further without consumer interaction.

83. (New) The dynamic package sales system of claim 73 wherein the computer arrangement is adapted to develop at least one complete package independent of consumer interaction.

84. (New) The dynamic package sales method of claim 74 wherein the selecting and matching steps occur without consumer interaction.

85. (New) A method of generating at least one package, each package including at least one item for sale, the method comprising:

(1) defining an affinity space coordinate for each of a plurality of items available for sale, wherein at least one of the plurality of items comprises an airline ticket;

(2) creating a plurality of package templates and storing the package templates in a database, each package template including at least one mandatory element schema having an associated affinity space description, at least one of the mandatory element schema comprising an airline ticket; thereafter

(3) receiving a request for a package from a consumer; and

(4) dynamically generating, with a computer, at least one package from at least one of the plurality of package templates based upon the consumer request, wherein dynamically generating at least one package comprises:

selecting at least one of the plurality of package templates;

comparing the affinity space coordinate for each of the airline tickets of the plurality of items with the affinity space description of the airline ticket associated with the selected package templates; and

if the comparison step reveals a match, generating a package that is defined at least in part by the respective package template and includes the airline ticket with a matching affinity space coordinate.

86. (New) The method of claim 85 wherein the selecting step comprises selecting at least one of the package templates based at least in part on the consumer request.

87. (New) The method of claim 85 further comprising permitting the consumer to purchase the generated package.

88. (New) The method of claim 87 further comprising confirming the consumer's purchase of the package.

89. (New) A computer system for generating at least one package, each package including at least one item for sale, the computer system comprising:

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a database that stores at least a description of each of a plurality of items available for sale, the description including an affinity space coordinate, wherein at least one of the plurality of items comprises an airline ticket, wherein the database also stores a plurality of package templates, each package template including at least one mandatory element schema having an associated affinity space description, at least one of the mandatory element schema comprising an airline ticket;

a front end that receives a request for a package from a consumer; and

a back end coupled to the front end and the database, the back end adapted to dynamically generate at least one package from at least one of the plurality of package templates based upon the consumer request, wherein the back end is adapted to dynamically generate at least one package by selecting at least one of the plurality of package templates, comparing the affinity space coordinate for each of the airline tickets of the plurality of items with the affinity space description of the airline ticket associated with each of the selected package templates, and if the comparison reveals a match, generating a package that is defined at least in part by the respective package template and includes the airline ticket with a matching affinity space coordinate.

90. (New) The system of claim 89 wherein the back end is adapted to select at least one of the plurality of the package templates based at least in part on the consumer request.

294 91. (New) The system of claim 89 further including a purchase transactor that permits a consumer to purchase the generated package.

92. (New) The system of claim 91 further including a confirmation section that confirms the consumer's purchase of the generated package.
